

Heroes

James Rebanks







Doom and Gloom

Everything



Worseness

**And its your fault... loads
of it is YOUR fault**

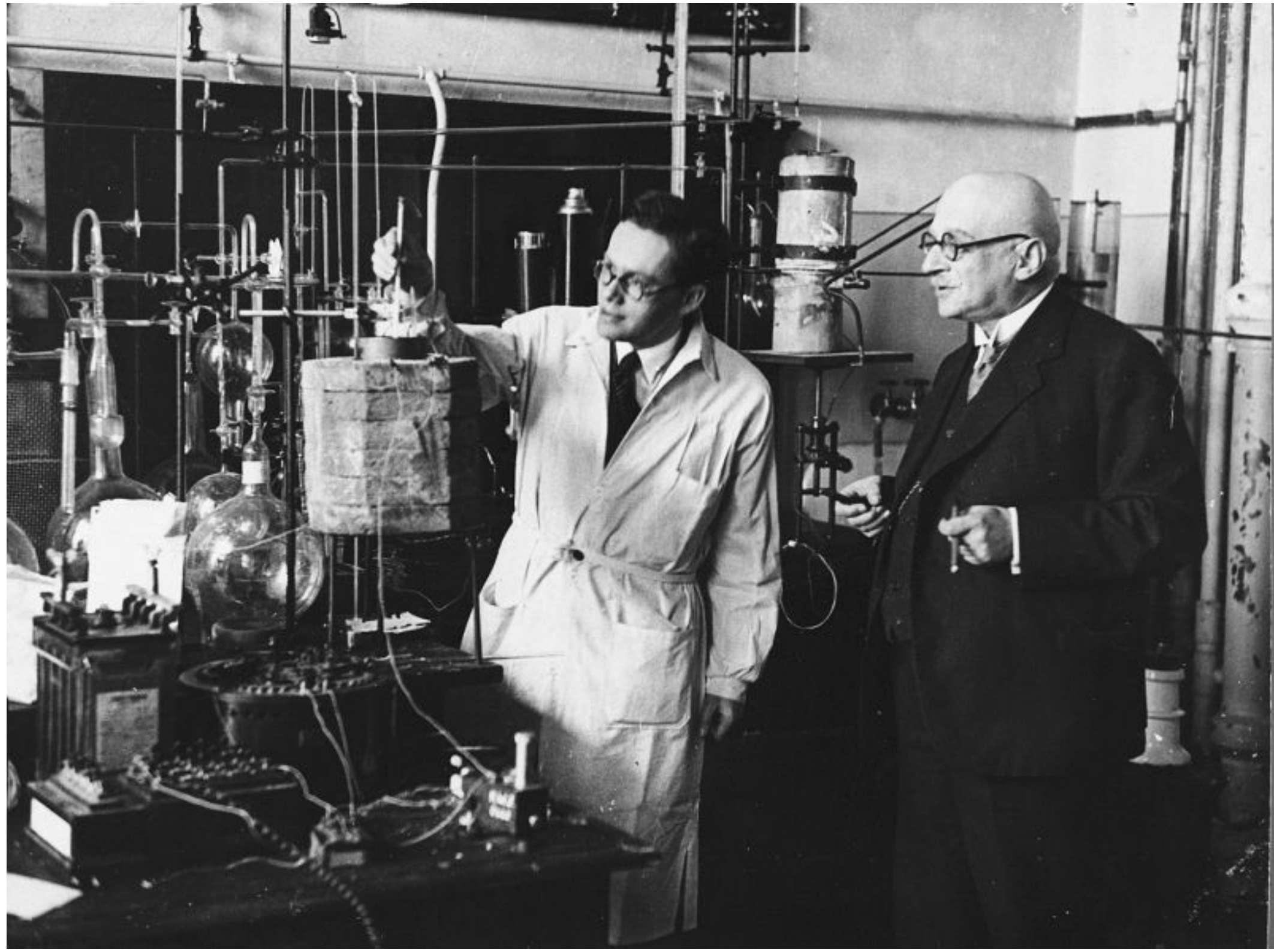
Farmers

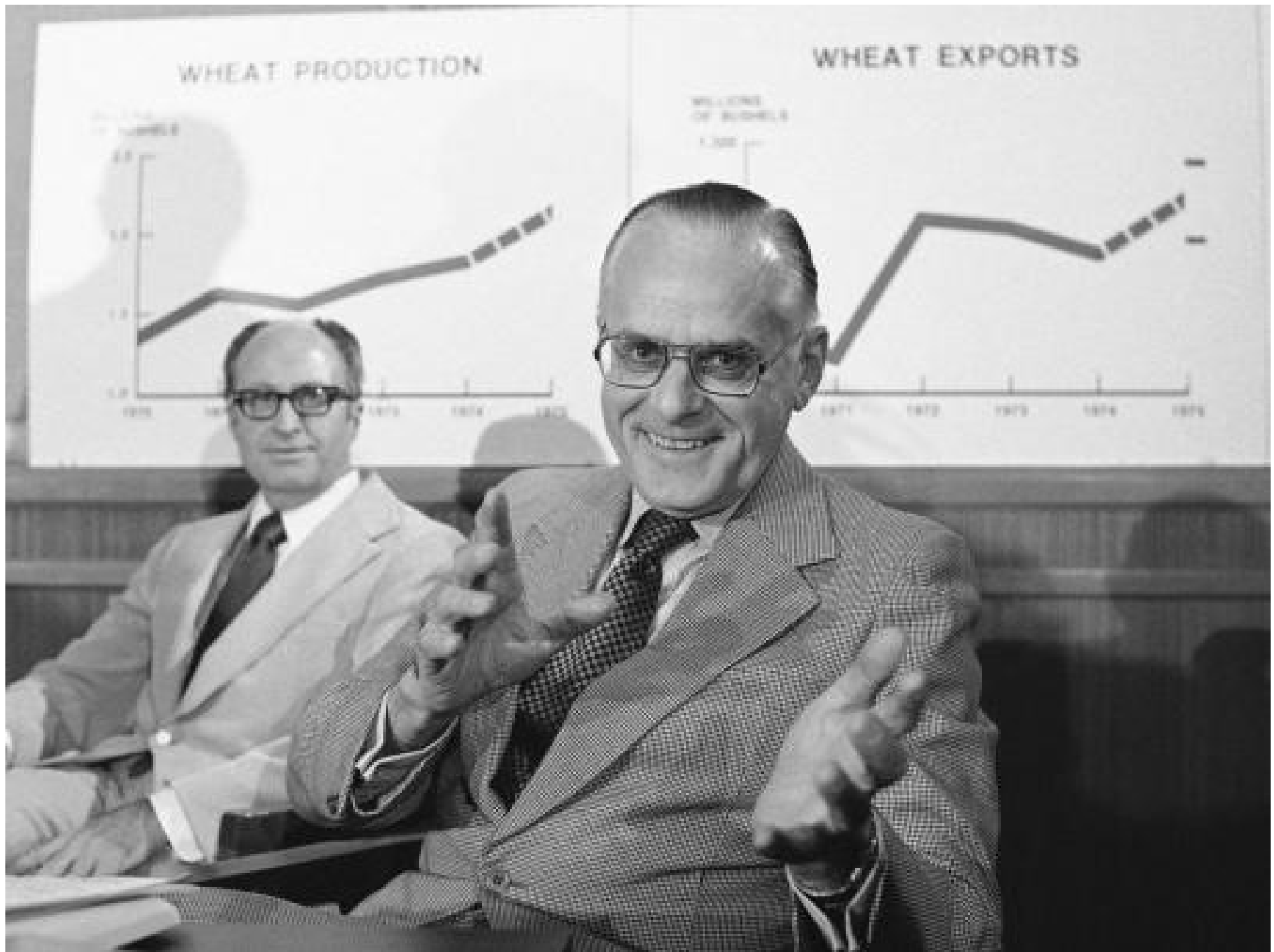
Biodiversity: the causes of the decline





**And (SPOILER ALERT)
there are a heap of things
farmers do that are a
problem**



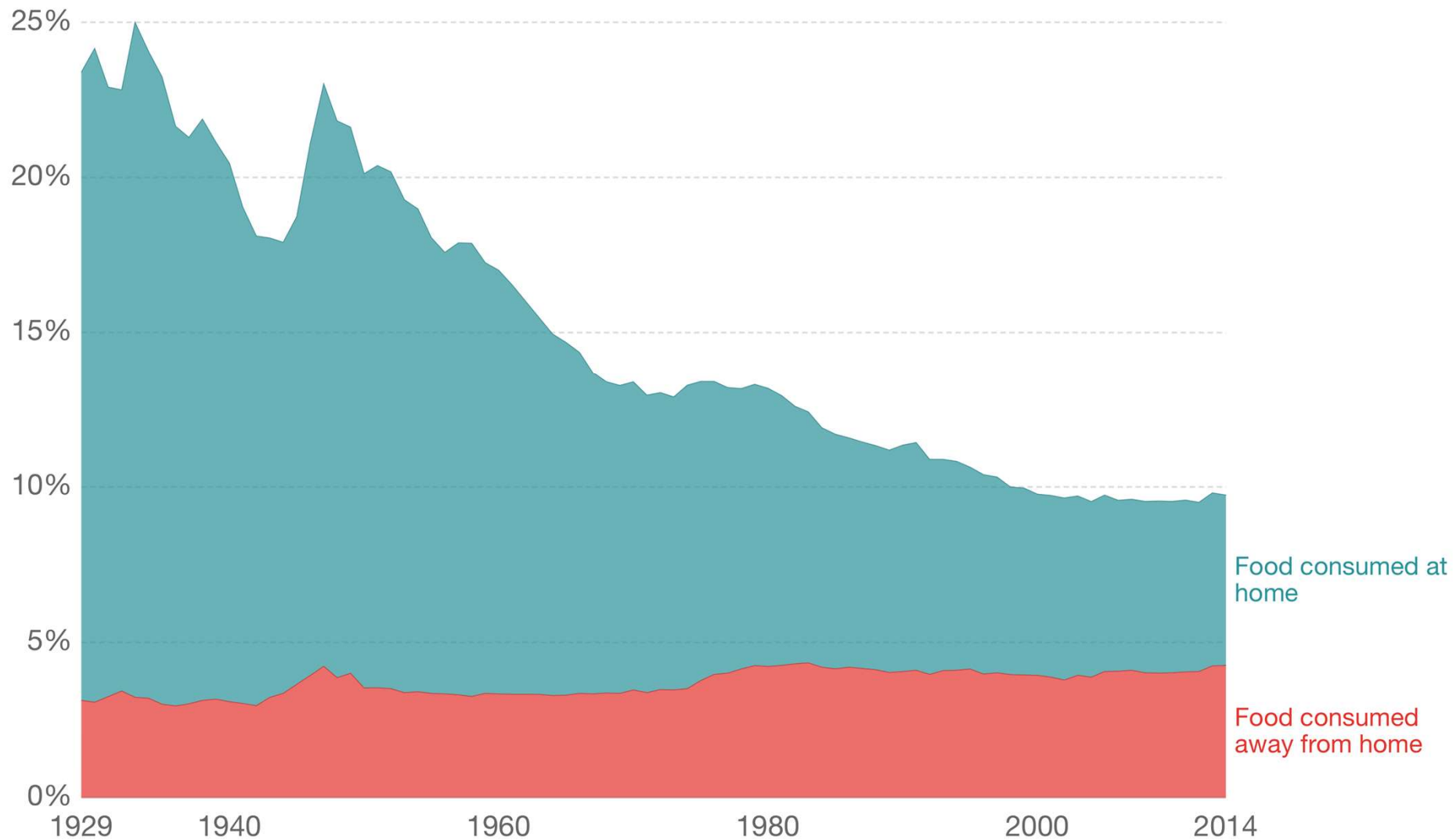




Food expenditure as a share of family disposable income, United States



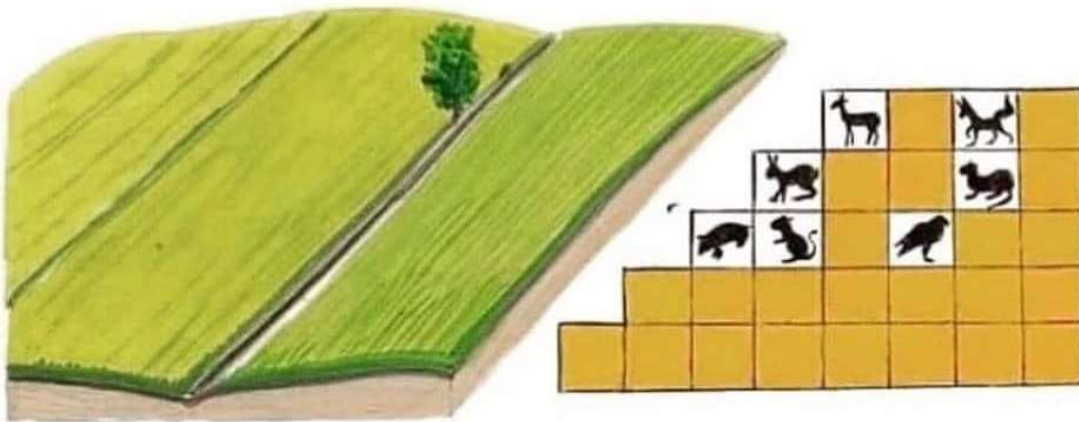
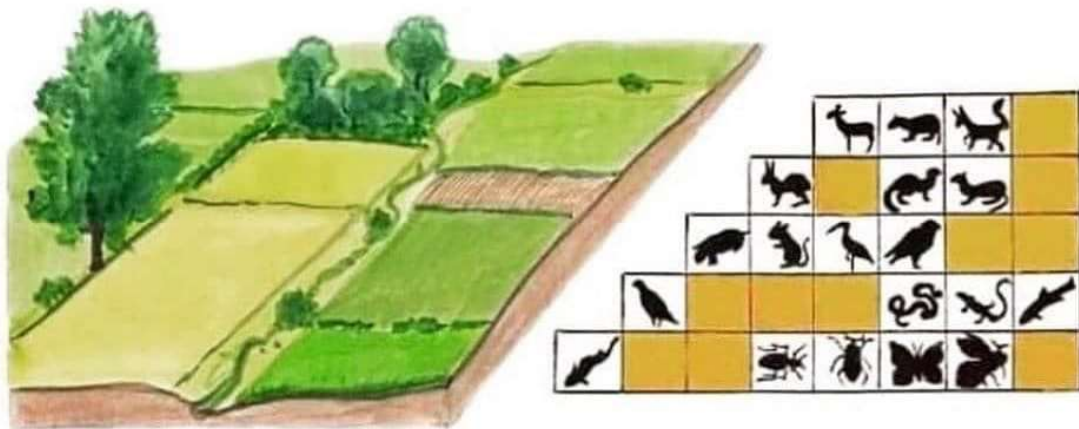
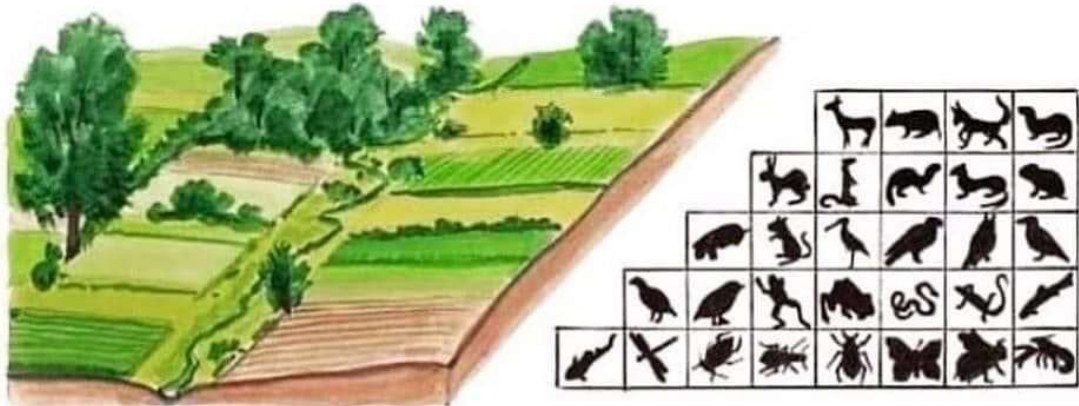
Food expenditure, differentiated between that consumed at home and away from home (such as restaurants, cafes, colleges, work etc.) as a share of the average family's disposable income. This does not include alcoholic beverages or tobacco.



Source: United States Department of Agriculture (USDA)

CC BY-SA





Farming could now be...

~~Mixed~~ **Specialized**

~~Rotational~~ **Monocultural**

~~Agroecological~~ **Fossil-fuel based**

~~Small-scale~~ **Large-scale**

~~Patchwork~~ **Homogenous**

~~Whole diet...~~ **Commodity-producing**

~~Peopled~~ **Unpeopled and machined**



After more than thirty years I have at last arrived at the candor necessary to stand on this part of the earth that is so full of my own history and so much damaged by it, and ask: What is this place? What is in it? What is its nature? How should men live in it? What must I do?

I have not found the answers, though I believe that in partial and fragmentary ways they have begun to come to me.

Wendell Berry, *A Native Hill* (1968–9)

I think it is fatal to speciali



**I believe we are big enough to
OWN these problems**

**I believe we are big enough to
(partially) SOLVE them**



Climate change





FAULT FINDER

GALLAGHER

0.9
0.3A
0.0
0.0 kV

WIRE



Biodiversity decline









Health crisis







Population growth

Look through fully before eating
Best Before
10.60 Net weight 10.505 kg
£ 5.36
James & Helen
BELTED GALLOWAY BEEF
STEAK MINCE
Keep in freezer below -18°C defrost in refrigerator. DO NOT REHEAT ONCE DEFROSTED
Origin UK 0009-72 Slaughtered in UK Thiced in UK 4812

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Beauty and meaning





**There has never been
a more exciting or a
more important time
to be a farmer**



**We must change the
narrative to one of hope**

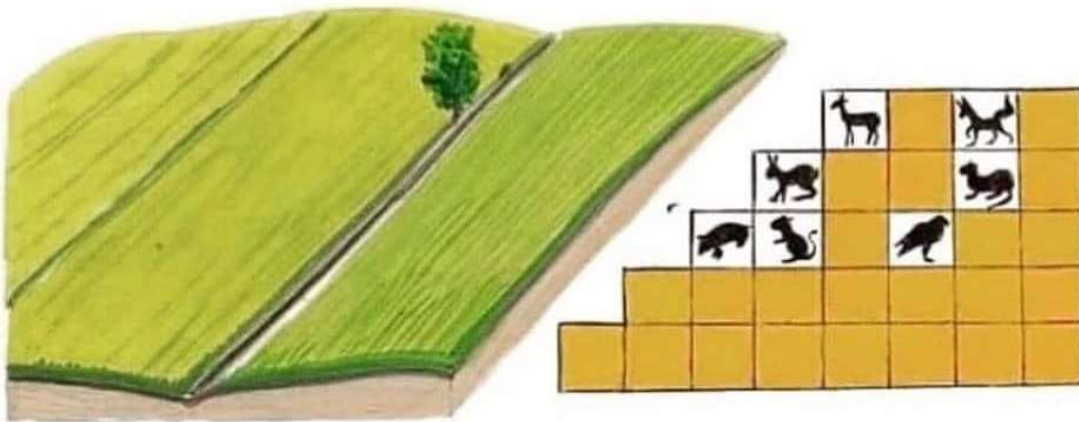
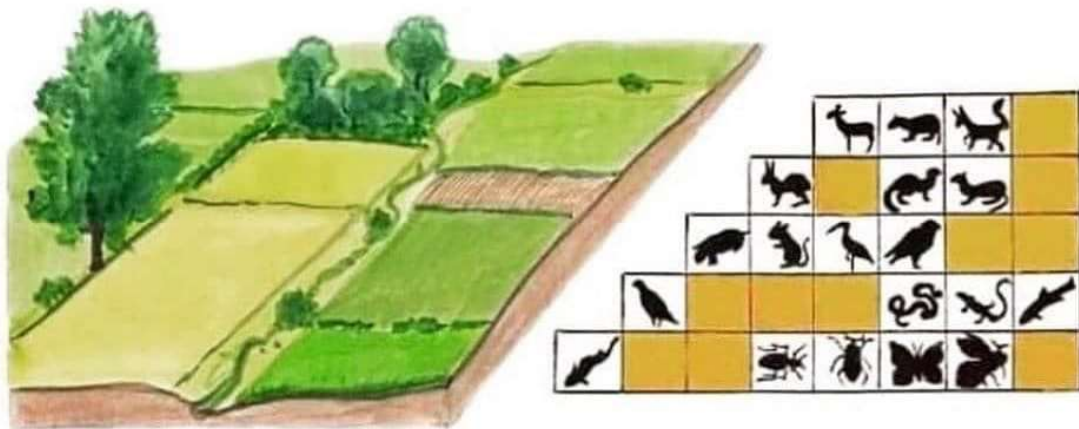
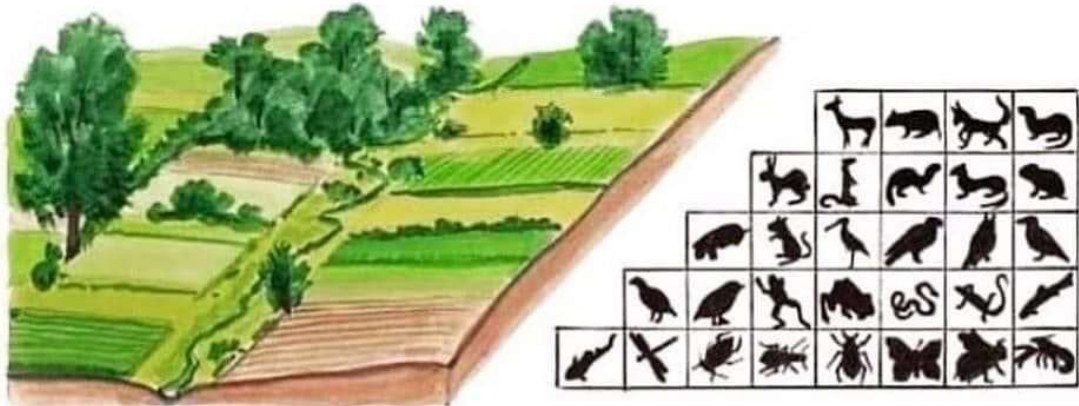


**We have to stop being
defensive and
reactionary**

**We have to stop being
stubborn**



**We are about more than
food**





**We are key actors in
creating a better future –
for everyone**



**We have to start being
heroes... real life heroes
that get shit done**







What I've learnt...

Stop making excuses – its on YOU

Play the game in front of you – the world right now

Purpose – what are you doing? And why?

Discipline – your energy is finite, use it well

Stop failing enterprises – right now

Farming isn't a social club – don't conform

Cut costs – ruthlessly

Learn from the past – what works

But don't be trapped in the past – that's not heroic

Focus on the health of the farm

Focus on what your community needs

Focus on adding value

Focus on being excellent at what you do

**We need to tell the world
a different story...**

**That we have understood
the problems and have
some of the answers IF
we are supported**







Thank you